



ORDER

Flight Dates **10/26/12-11/06/12**

Contract / Revision **315766 /**

Original Date / Revision
10/24/12 10/24/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product

NRCC IE

Agency Com 15%

Billing Contact

**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **3495**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 3333

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	19%	633
KPNX	19%	633
KPPX	%	0
KSAZ	25%	833
KTVK	25%	833
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	1	\$42.50	\$50.00	0.00
November 2012	7	\$297.50	\$350.00	0.00
Totals	8	\$340.00	\$400.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	1	\$42.50	\$50.00
10/29/12	11/06/12	7	\$297.50	\$350.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/26/12	10/26/12	M-F 430-5am M-F 430am News	CM	430-5am	----F--	:30	1	\$50.00	P-3	0.00 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----F--		1		\$50.00		0.00				
N 2	KNXV	10/29/12	11/02/12	M-F 430-5am M-F 430am News	CM	430-5am	MTWTF--	:30	5	\$50.00	P-3	0.00 NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	MTWTF--		5		\$50.00		0.00				



KNXV

Print Date: 10/24/12

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**KNXV-TV
PHOENIX**

Contract / Revision **315766** Flight Dates **10/26/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:13:00

Advertiser **NRCC IE**

Product **NRCC IE**

Estimate # **3495**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 3	KNXV	11/05/12	11/06/12	M-F 430-5am	CM	430-5am	MT-----	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00	
M-F 430am News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		11/05/12	11/11/12	MT-----	2		\$50.00		0.00							
*Tax 1 Note: Tax 0.5%.														Totals	8	\$400.00

*Tax 1 Note: Tax 0.5%.